

# VALUE ECONOMICS ACADEMY

Helping ambitious professionals find their values and craft their identities to achieve their next big goal.



# VALUE ECONOMIST HANDBOOK

YOUR GUIDE TO CREATING A VALUE-DRIVEN,  
IDENTITY-ORIENTED, PURPOSE-FILLED LIFE

SAM LACROSSE & VALUE ECONOMICS

# WELCOME TO THE VALUE ECONOMIST HANDBOOK

First, congratulations! You reading this sentence puts you in the 1%. You're like I was– aimless, directionless, lost. You don't have the control you desire in life. You don't have clarity on your mission. You want to live on purpose, but don't know what or how to start. I'm very glad you're here.

Second, you're not here by accident. On the contrary, you're here because you and I are alike. There are many common truths we share. But there is one truth that gets most to the Value Economist Handbook:

They know that what they've tried before, all the conventional ways to get better, no longer work.

Conventional self-help is dying. Hustle Culture has failed. The frauds and grifters that dominated the industry's rise are getting exposed as empty and shallow vessels with meaningless ideology.

Third, I have good news– this Handbook is the vehicle for you to gain everything that self-improvement promised you, and much more. In a space ripe for alternatives and disruption, Value Economics, and Value-Driven Personal Development, is what will replace it.

But, before you do anything, you must know yourself. The entire purpose of the Value Economist Handbook is to deliberately NOT do what traditional self-help does– gives you solutions without analyzing the real problems at hand. To gain this knowledge, here's where you're headed:

- Pre-Value Identity– Our baseline. Outlining where you are and learn basic Value Economics.
- Factors of Value Production– How to craft and form values, your building blocks of identity
- Means of Value– How to spot Excess, and to live your values in a balanced and intentional way.
- Essential Diversification– How to create your personalized value system to optimize your life.
- Post-Value Identity– How to leverage your new value system to form an impenetrable identity.

When this framework is followed, magic happens. You'll get unstuck. You'll stop second-guessing yourself. You will never feel as if you can't get ahead in life. You will never feel the need to sacrifice your values to please people. You will go from adrift, burnt-out, and purposeless to identity-driven, purpose-filled, and value-oriented. In short, your life will change– dramatically and quickly.

The Value Economist Handbook isn't just a tool– it's the starting point to the grand adventure of your life. You've always wanted to take it. You've just been missing the map. If traversed properly, this Handbook will show you the way. Most don't have the courage to take it. If you've read this far, I'm willing to bet that you do.

Welcome to the Value Economist Handbook– your entire life just changed. See you on the other side.

A handwritten signature in red ink that reads "Sam LaCrosse". The signature is fluid and cursive, with the first letters of "Sam" and "LaCrosse" being capitalized and prominent.

# THE FATAL FLAW PROBLEM

- Every society/group has had things bonding them together– including in America.
- These things formulate in identity.
- In the past 100 years, there have been four common formulations of identity.
- However, they are all fundamentally incorrect.
- Fatal Flaw– An obscenely–backwards generational problem.



Four Generations Ago (Silent Generation)  
– Interethnic conflict. (Italians vs. Poles)



Three Generations Ago (Boomers) –  
Interracial conflict. (Blacks vs. Whites)



Two Generation Ago (Gen X) –  
Intersexual Conflict. (Men vs. Women)



One Generation Ago (Millennials) –  
Intersexuality Conflict. (Straights vs. Gays)

The “Solution” to all of the identity problems of past generations was GROUP identity.

## SO, WHAT IS OUR FATAL FLAW?...



# OUR GENERATION'S CURRENT FATAL FLAW PROBLEM

## THE PROBLEM WITH THE “SOLUTION?”

- It's not related to the individual!
- Identity, at it's core, is a personal issue, not a group issue.
- Therefore, anyone who tries to proclaim that an individual problem can be helped with a group solution is tyrannical, unethical, and unserious.
- The result of the “solution”? Purposeless Balls of Bleh.

## WHAT HAS THIS RESULTED IN?

- |   |  |
|---|--|
| <b>01.</b> Our fear of judgments has led us to take no judgments.       | <b>02.</b> Our fear of taking stances has led us to take no stances. |
| <b>03.</b> Our fear of consequences has led us to have no consequences. | <b>04.</b> Our fear of choices has led us to make no choices.        |

**IN ESSENCE, WE HAVE NO...IDENTITY.**



# THE ACTUAL RIGHT ANSWER

## THE SOLUTION!



The same things that were wrong with me are the same things that are wrong with our generation.



Our world is getting a lot better– but a lot worse, at the same time.



Society is degrading at an unprecedented rate due to an identity crisis.



Therefore, the solution is identity at an individualized level.

- But another question must be asked...
- Why do all of those things matter to you?

## DO THEY MATTER AT ALL?



# THE IDENTITY RECLAMATION PRINCIPLE

- Identity Reclamation Principle– The idea of restoring identity through value-driven personal development.
- What did previous generations have, but we don't?
- They were flawed, but they didn't have our problems– why?
- What held them together?
- What were THEIR identities based upon?
- Further– Why do the things that matter to you matter to you?
- Do they matter at all?
- Maybe they do, maybe they don't? What determines this?



## YOUR VALUES!

- For better or for worse, prior generation's values held them together. (Civil Rights, Women's Suffrage,)
- Groups are STRONG when they have something in common.
- However, we must be careful.
- The key question that our past generations could not answer– What does it mean to be a \_\_\_ person? (black/female/trans)
- Groups are made up of individuals.
- BUT– What separates an individual from a group?
- Answer– What comprises that specific individual!
- Therefore, you can NOT judge an individual by a group.
- Individuality and sovereignty are sacred things.
- Any act that does the above is tyranny, not "solidarity".
- The non-tyrannical collective must begin with the non-tyrannical self.

# WHAT IS VALUE ECONOMICS?

Value Economics– How well one uses their values, and how those values intertwine with other factors in their life to navigate life itself without harming or infringing on anyone else’s right to do the same.

## WHAT VALUE ECONOMICS MEANS PRACTICALLY: (THE PROGRESSION)

01.

You must define your own values for your own purposes.
02.

You must use those purposed values to form your identity.
03.

You must use that value-based identity to navigate the world.
04.

You must use those goals to further value-driven activity.
05.

You must use your value-driven navigation of the world to identify goals.

VALUES



IDENTITY

IDENTITY



GOALS

GOALS



PURPOSE

PURPOSE



FULFILLMENT

FULFILLMENT



IMPACT

IMPACT



LEGACY



# WHY VALUE ECONOMICS WORKS



Economics is intentional- it's boring, and boring is actually good. Need something real to back up value.



Temporary highs do not equal long-run fulfillment- our culture seems to only have these now.



Rather, it is somewhat-boring, yet sustainable, value that we need.



Also can be tracked by reliable and quantifiable metrics.



Graphs/charts/ratios/formulas/etc- predictable and tangible value.

## NUMBERS NEVER LIE, EVEN WHEN TRANSLATED TO VALUE ECONOMICS.





# WHY VALUE ECONOMICS MATTERS

- A lot of talk about meaning/purpose/etc- what is it?
- No one can tell you what something means at the individual level.
- Objective facts and truth exist.
- Meaning is different- not everything is weighed the same.
- Meaning = WHY.
- The “What” of Meaning- Things that mean something to you.
- The “Where” of Meaning- Where you find those things.
- Only when you establish individual identity can you contribute higher.
- Meant to keep you qualitatively and quantitatively on track.
- Learning to deploy your value resources properly.
- Only sustainable way to achievement, alignment, meaning, and purpose.
- The big question- what is important to YOU?
- Not anyone else- you.
- The best way to NOT get what you want is to pursue what is important to someone else.
- My life taking off is directly correlated to implementing Value Economics.
- Do not look up to me- look up to the process.
- Only by fully surrendering to this method are you able to thrive.



# YOUR PRE-VALUE IDENTITY

Set a timer on your phone for 10 minutes, and write as much as you can out to yourself- who are you?

What is your identity? Make a copy of this document?



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## PART II: THE FACTORS OF VALUE PRODUCTION



# WORTH FROM THE WORTHLESS

## WHAT MAKES SOMETHING VALUABLE?

Only, and only, if it aligns to your value system!

### Examples:



If you don't value your health, why would a gym membership mean something to you?



If you don't value Christianity, why would Jesus Christ mean something to you?



If you don't value financial stability, why would a budget mean something to you?

## HINT: THEY SHOULDN'T!



- The job of the Value Economist is to parse out what is PERSONALLY valuable to you.
- Value Economics is a filtration system for what you allow to affect you.
- When you derive your worth from valuable things, life gets better.
- When you don't- it doesn't.
- But now, the real question- how do you define what's valuable to you?

# THE FACTORS OF VALUE PRODUCTION

The Factors of Production- The four essential factors to build an economic entity.

All four must be present, or the entity will not function properly.

## THE FOUR FACTORS OF PRODUCTION:



### Land

Raw materials. (Lumber, an internet domain, data)



### Labor

People who turn raw material to finished product. (Contractor, developer, data analyst)



### Capital

Things that compound labor- ie, technology. (Circular saw, GoDaddy, Microsoft Excel)



### Entrepreneurship

The person who organizes the factors. (Foreman, CEO, Startup Founder)

When combined properly, all four of these factors create effective economic entities.

Implementable and scalable across every industry and market on earth, no matter how complex or simple.



# THE FACTORS OF VALUE PRODUCTION

- The Factors of Value Production– The four components of a Value Economic entity.
- All four must be present, or the entity will not function properly.
- That entity?
- A value.
- The only way you can form proper values is if they are undergirded by the Factors of Value Production.



## THE FOUR FACTORS OF VALUE PRODUCTION:

- 01.** Experiences– What informs your perspective on the world.
- 02.** Actions– What three actions most define your current life?
- 03.** Self-Awareness– How have you refined these actions recently?
- 04.** Discipline– What systems do you use to implement your actions?

When combined properly, the Factors of Value Production will create effective and systemizable values.

When values are deployed properly, you can use them in every industry on earth.



# GOOD VALUES

However, just because you can MAKE values does not mean you always make GOOD values.

## EVERY SINGLE EVIL PERSON WHO HAS EVER EXISTED HAS HAD VALUES:

01.

Hitler valued antisemitism.

02.

Stalin valued communism.

03.

School shooters value nihilism.

The list goes on and on...

## SO, HOW DO WE PREVENT THIS?

We need to define what makes a GOOD versus a BAD value.

## THREE CHARACTERISTICS OF A GOOD VALUE:



**Constructive**– It actively makes you a better person.



**Habitual**– Can be practiced and used in your everyday life.



**Controllable**– It is something that you have full control over.

- Examples: Authenticity, forgiveness, industriousness.
- After going through the Factors of Value Production, you MUST test the value with this test.
- Only good values can proceed to being a part of your Value Portfolio.

# BAD VALUES

Garbage in, garbage out.

Inputs matter FAR more than outputs– especially when pertaining to values.

**Inputs** = The Work You Do.

**Outputs** = The Results You Get.

It is impossible to create a good value from bad source material.

## THREE CHARACTERISTICS OF A BAD VALUE:

**01. Destructive**– It actively makes you a worse person.

**02. Sporadic**– It can't be practiced and used in your everyday life.

**03. Uncontrollable**– It is not something you have full control over.

- Examples– Reputation, health, wealth.
- If a value from the Factors of Value Production fits any of these characteristics, do NOT use it.
- Values, no matter if they are good or bad, always create more values, no matter if they are good or bad.

**01.**

### Primary Values

Values that are not derived from something else.

Examples– Authenticity, forgiveness, industriousness.

**02.**

### Secondary Values

Values derived from something else.

Examples– Political affiliation, religious beliefs, job status.



# THE COST OF NO VALUES

- At this point, you're probably thinking what most are thinking:
- This is going to be very hard.
- And...You're right.
- Polarization- Alienating people and things due to value enforcement.
- Value-driven people polarize, valueless people don't.
- So, the temptation to abandon values when it gets tough increases dramatically.



## Why people avoid polarization:

Fear  
Pressure  
Insecurity  
Incompetence



## The Wish:

That you can have both harmony and values simultaneously.

That you can go through life being convicted while others support you.

That none of your values will have any personal consequences.

That none of your values will have any professional consequences.



## The Reality:

You CANNOT have both harmony and values simultaneously.

You CANNOT go through life being convicted while others support you.

ALL of your values come with HEAVY personal consequences.

ALL of your values come with HEAVY professional consequences.





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## PART II REFLECTION:

What have you learned, and how are you going to differentiate your old way from the new?

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## Part III MEANS OF VALUE

# A CULTURE OF EXCESS

So, we have values– that means we're done, right?

## WRONG.



- Having values is a great start– but controlling and utilizing values properly is where mastery is found.
- Excess– A misuse of values that distorts the values themselves.

## BREEDS EITHER ONE OF TWO THINGS:

- 01.** Purposeless Ball of Bleh (PBBs)– People who are completely controlled by value-oriented people.
- 02.** Extremists– People who use values to dominate and tyrannize others.

- Translation: You either get radicalized, or you get stepped on.
- Neither is a good option for a value-driven person– must avoid both extremes at all costs.



# THREE LEVELS OF EXCESS

Excess has three levels, all defined by the suboptimal, optimal, and radical versions of value enforcement:



Insufficient  
Excess



Means  
of Value



Excessive  
Excess

Insufficient Excess– When your values are not fulfilled to their full potential.

When your values are not actualized, you do not have identity.



## HOW TO KNOW IF YOU'RE EXPERIENCING INSUFFICIENT EXCESS:

- 01.** You feel like people are running laps around you.
- 02.** You don't feel strong about your decisions.
- 03.** You hate good people with good values.

# THE MOST DANGEROUS LEVEL (EXCESSIVE EXCESS)

- Excessive Excess– When values are so distorted that they become radical.
- When your values become distorted, so does your identity.

## HOW TO KNOW IF YOU'RE EXPERIENCING EXCESSIVE EXCESS:

01.

You feel like dominating people with tyrannical impulses.

02.

You feel as if others are weak for not valuing what you do.

03.

You hate good people with good values.

## EXCESS IS LIKE A RUBBER BAND.

- If it is underutilized, it has no utility.
- If it is used just right, it has immense utility.
- If it is stretched beyond its utility, it snaps back and breaks/hurts things.

In both Excess and rubber bands, the third option (Excessive Excess) is, by far, the most dangerous.

Values that succumb to Excessive Excess are breeding grounds for extremists.

## THE THREE REASONS WHY EXCESSIVE EXCESS IS THE MOST DANGEROUS LEVEL:

01.

You, your values, and your identity detach from reality.

02.

You destroy everything in and around your life.

03.

You tank any chance of contentment, fulfillment, and meaning in your life.

# MEANS OF VALUE

- Means of Value– The status of your values being in balance and harmony.
- Just like your finances, you must be able to live at your means.
- You don't want to live in a shack, but you probably shouldn't have 17 bathrooms in your house, either.
- Your values work the same way.
- You don't want to be a Purposeless Ball of Bleh, but you don't want to be an extremist, either.

## HOW YOU KNOW YOU'RE LIVING AT YOUR MEANS OF VALUE:

01. You're neither a PBB nor a tyrant.
02. You feel like you're making progress towards your goals.
03. You don't feel stepped on, trapped, or worthless.
04. You don't feel tyrannical, overbearing, or judgmental.

## HOW TO LIVE EFFECTIVELY AT YOUR MEANS OF VALUE:

01. Question yourself before you question others.
02. Compare yourself to who you were before, not to who someone else is today.
03. Remember that other people have values.
04. Remember that other people's values do not define your own.
05. Always remember that you have a RIGHT to own your identity and values.



# TOO CLOSE TO THE SUN

- The Myth of Icarus– If you push your limits too far, you'll implode.
- Your Means of Value, if implemented properly, prevents this from happening.
- If you look carefully, you will be able to see this EVERYWHERE, in every sphere.

## SOME COMMON EXAMPLES:



A person of influence (actor, politician, etc) blows up a perfectly-good marriage.



A company that everyone was salivating over suddenly implodes.



A family member or friend suffers from some sort of breakdown.



- These incidents never happen by accident.
- These incidents always happen because of a loss of Means of Value.
- If you remember your Means, you will never have to hit the reset button on your life.
- Not hitting the reset button on your life is the fastest way to lap most people.
- Remember your Means, get ahead of most, far faster than you would think.



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## Part IV ESSENTIAL DIVERSIFICATION

# THE TWO E'S

- The most valuable part of my finance degree– this lesson.
- The Man– Managed multibillion dollar fund, heard Jeff Bezos' original Amazon pitch, knows every major
- C–Suite executive.
- He was one of my professors in college.
- He knew everything there was to know about investing.

However, unlike most prideful finance types, he said finance comes down to only two things:

## THE TWO E'S

- Ego
- Emotion

According to The Man, if you can control the Two E's, you are a lock to becoming a good investor.

The same principle applies with Value Economics.

## WHY THE TWO E'S MATTER WITH VALUES:

**01.** If you have too much Ego, you ignore the Factors of Value Production.

**02.** If you show too much Emotion, you succumb to Excess.  
(Mostly Excessive)

Thankfully, in both normal economics and Value Economics, we have a way to avoid this.



# ESSENTIAL DIVERSIFICATION

- To get rid of the Two E's, you are able to pick the right stocks AND the right values.
- That process– diversification.
- Financial Diversification– Financial allocation, selection, and investment strategy to avoid collapse and enable wealth creation.

## USED SO:

01. Your stocks don't overlap.
02. Your portfolio is balanced.
03. Risk is taken out of your portfolio.
04. You have the best chance to make money.

Essential Diversification– Value allocation, selection, and investments strategy to avoid collapse and enable identity formation.

## USED SO:

- Your values don't overlap.
- Your Value Economy is balanced.
- Risk is taken out of your values.
- You have the best chance to create a solid identity.

## WHY YOUR VALUES SHOULD BE DIVERSIFIED:

01. You have the best chance to form identity.
02. You have confidence in your decision-making.
03. You maximize your confidence/competence.
04. You minimize your insecurity/insufficiency.
05. You are able to handle multiple situations and outcomes.



# VALUE ALLOCATION

- Value Allocation– Gathering as many values as possible to select into your Value Portfolio.
- This is the screening process– must know what can be a good input before you expect good outputs.

## HOW TO SCREEN VALUES USING THE FACTORS OF VALUE PRODUCTION:

01.

Are these values reflective of your life experience?

02.

Are these values something you can/want to act upon?

03.

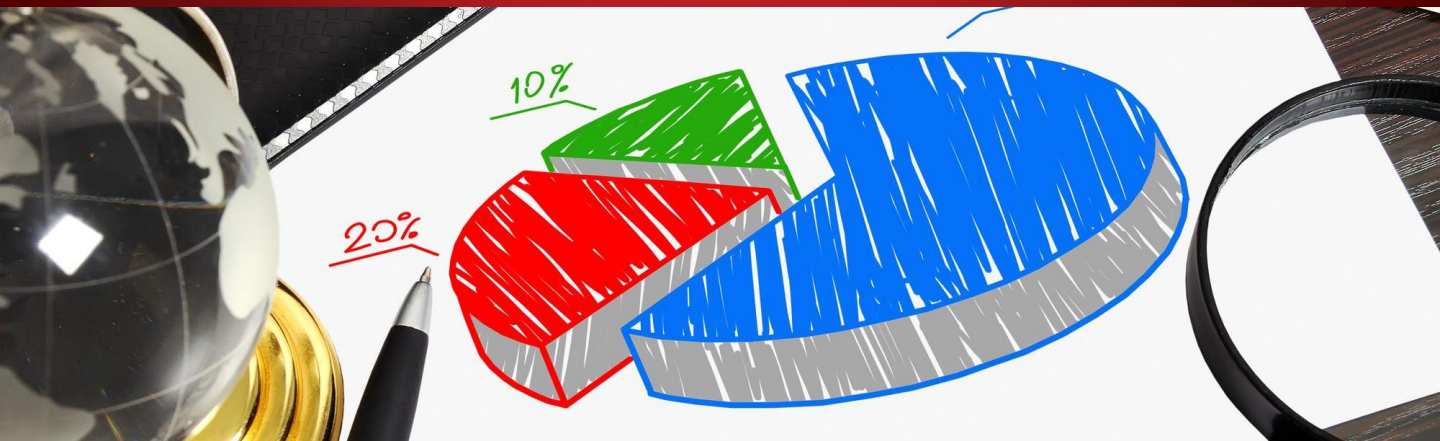
Are these values something you can to improve upon?

04.

Are these values something you want to define your life?

## HOW TO SCREEN VALUES USING YOUR MEANS OF VALUE:

- Are these values causing you to live confidently and competently?
- Are these values causing you to be tyrannical and overbearing?
- Are these values creating a healthy but aggressive balance in your life?
- Are these values making you a better person in the right ways?



- The key question– what do you want your values to look like?
- YOU allocate the values YOU want in your life.
- Your values shape your identity, your identity shapes your decisions.
- What values do you want to influence both?

# VALUE SELECTION

- Value Selection- Selecting the right values for your Value Portfolio.
- How much optionality is too much?
- When those choices overwhelm your ability to make decisions.
- Intentional Limitation- Not taking on more than you can handle so you can make effective decisions.
- Therefore, your values, the things that guide your life, HAVE to be limited.
- Inconvenient Truth- Some values ARE more better AND more important than others.
- Having preferences is NOT a bad thing.
- No values are set in stone permanently- life changes, as do you.
- However, the initial foundation FOR change must be solid.

## THE TWO THINGS YOUR VALUE PORTFOLIO MUST BE ORGANIZED BY:

- Competition
- Prioritization

- Blinders are NON-NEGOTIABLE when it comes to your values.
- No outside noise and pressure is allowed to affect your values.
- HOWEVER- the INTERNAL pressure you put on yourself must be constant and unrelenting.
- Values are only good if they're used with proper focus and intensity.



# VALUE INVESTMENT

Value Investment– Setting up opportunities for the right values to be invested in.

## HAVING VALUES IS AWESOME- CONGRATULATIONS! BUT...

- A lot of people have values...and not much else.
- To build value and achieve solid identity, you must utilize your values through action.
- The level of investment in your values determines the solidity of your identity.  
(Investment = Stake)

### INVESTMENT TYPE ONE (YOURSELF):

01. How will your identity be defined through your investment?
02. What will you improve by investing in your values?
03. How will you become the best version of yourself?

### INVESTMENT TYPE TWO (OTHER PEOPLE):

01. How will your values ripple out to other people?
02. How will other people be bettered by your investment?
03. How will you become better and make others better?

### INVESTMENT TYPE THREE (YOUR CHOICES):

- How will getting stake in your values make you choose better?
- How will improved choices, based on your values, make you better?
- How will those choices ripple outwards to change your perspective?

# YOUR VALUES

Value Clarification- What are your values?

## THROUGH THIS PROCESS, YOU HAVE:



Come up with your  
Pre-Value Identity



Identified and studied your Factors of  
Value Production.



Identified and perfected  
your Means of Value.



Essentially Diversified  
your values.

Now, in the Notes section- list your values, and what they mean to you.





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## Part IV REFLECTION

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## Part V AFTERWARD

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## POST-VALUE IDENTITY

Reexamine your Pre-Value Identity, and write your Post-Value Identity. Afterwards, get a box of matches or a lighter, and burn your Pre-Value Identity to cement yourself as a Value Economist.

# WHAT COMES NEXT

If you've made it this far– congratulations! You've done an immense amount of internal work to get to this point. I'm proud of you, I'm very proud of you– and you should be proud of yourself.

Becoming a Value Economist isn't easy. In a world filled with Excess, hedonism, and life hacks, it is rare to be a person of substantive value. But, thanks to you and your hard work, you now have a firm set of values and the foundations of identity to begin navigating the world in a value-oriented way. If you stick to them, your life will rapidly improve.

## **But, Oftentimes, That's Not Enough.**

If you've made it this far, I would also assume something else– you don't want to stop here. I have a sense you want more. I have a sense that you think you can take your values further. I have a sense that you believe that, beyond the pages of this Handbook, you can use what you've learned to achieve more than you've ever thought possible. If that's the case, I have good news for you:

## **You're Right.**

There IS more that the Value Economist can get out of life than the average person. You CAN take your values further. You CAN use what you've learned to achieve things far beyond your perceptions. If you're hearing this call, I want you to know this abundantly clear:

## **You're Not Crazy. This Is Real. It Can Happen. And It Can Happen To You.**

Given this, I have MORE good news– I'm rooting for you. The Value Economics team is rooting for you. Hard.

Throughout my time embarking on this crusade, the most dedicated Value Economists in the world have achieved unbelievable things through the process of value creation and identity formation. Beating addiction. Starting companies. Starting podcasts. Reconnecting with God. Rekindling relationships with family. Beating lust and temptation. Standing up for themselves. Getting in shape.

## **And So Much More.**

So, my challenge to you would be this. If you actually want to see what you're capable of, if you actually want to see how far you can take your values, if you actually are serious on achieving your biggest goals and crushing your deepest problems, use the QR code below to schedule time to talk. Let's build.

## **I'll Be Awaiting Your Call– I Can't Wait To Meet You.**





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## TAKE YOUR NEXT STEP



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# NOTES